

EXTRAORDINARY XMAS SALES

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OLD SANTA CLAUS HAS ARRIVED!

With a New and Wonderful Assortment of Gift Goods

WITH many of the Nations of Earth at War, Santa Claus has remained Strictly Neutral, and busily engaged in his Workshops with Hammer and Chisel. He comes to emphasize the importance of the Message of Peace and Good-Will at this time, and to bring Joy to the Heart, the Home and the Individual. Get into the Christmas Spirit--the spirit of making others Happy; both will be easy if you visit our Store to make your Gift Selections.



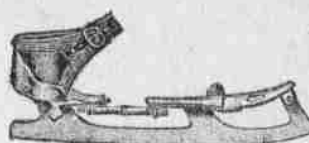
DOLLS.

There are Dolls here to please all the Girls and Children.

China Dolls, at 5c, 10c and 15c.
Unbreakable Dolls, at 25c Rubber Dolls, at 25c and 35c.
Kid body Dolls, at 25c, 50c, 75c, \$1.00, up to \$3.50.
Doll Hose, Doll Shoes and Doll Furniture.
Doll Go-Carts, from 50c to \$3.00 each.
Strong Toy Trunks, Metal Covered, at 50c, 75c and \$1.00.

Other Suggestions.

Fancy Combs and Barrettes.
Jewelry Novelties.
Handkerchiefs in Holiday Boxes, 10c to \$1.00 box.
Colgate's Colognes, at 25c and 50c ea.
Fine Box Stationery, from 10c to \$1.00 box.
Kid Gloves or fancy Woolen Gloves, 25c, 50c, \$1.00, \$1.25.



SKATES.

For the Boys and Girls.

Side Walk Roller Skates, good ones for 50c.
Ball Bearing Roller Skates, at \$1.50 and \$1.75.
Splendid Ice Skates for Boys, at 75c
Nickel plate skates for Boys and Girls, at \$1.00.
Velocipedes and Express Wagons.
Boys' Iron Bed Wheel Barrows (made for service) \$1.00 ea.
Heavy Coaster Wagons, with heavy steel hub, that will stand wear and tear. These are the best wagons we have ever seen, at \$3.50 to \$5.00.
Iron Express Wagons (good but not so heavy as above) at \$1.00, 1.25, 1.50 and 1.75 each.

MINIATURE ENGINES AND TRAINS



at from 25c to \$1.50.

One Hundred Assorted Solid Iron Toys, at 10c ea.
Horns, Balls, Whistles, Tops, at 5c and 10c.
Big Assortment Animal Toys, at 10 to 50c ea.
Mechanical Toys of all kinds, Barking Dogs, Walking Ducks, Automobiles, Aeroplanes that fly and Boats that sail, and hundreds of other most interesting toys for children.
Water Color Paints, at 10c, 25c and 50c each.
Children's Story Books, Rhymes and Jingles, at 5c, 10c, 15c and 25c each.
Extra large stock of Christmas Tree Candles, Holders and Tree Decorations. Also Artificial Moss and Snow and Genuine Mistletoe from the Southland.

For the Larger Boys.

Motor Boy Series, Henty's and Alger's Books at 25c a copy.

Real Flexible Flyers and Flexible Flyer Racers (made by S. L. Allen & Son, Philadelphia Pa. Repeating Air Rifles, Stevens 22 Cal. Repeating Rifles, Rugly Balls, Base Balls, Rubber Balls, etc. Gloves of all kinds at 10c to 50c ea. Neckties, Handkerchiefs, Suspenders, Belts, etc. Fleece Lined, Kid and Woolen Gloves, at 50c and \$1.00. Good Books for Boys. We have the Boy Scout Series, the

Our Stock Comprises Many Dozens of other Articles suitable for Gifts.



WHAT GIFT will a Man appreciate? is a question that always puzzles the Ladies. We offer the following: Gillette Safety Razors. Shaving Sets. Smokers' Sets. Genuine Meerschaum Pipes. Box Good Cigars. House Slippers (we have some extra good ones in a pretty tan.) A Pair of nice Kid Gloves or pair of Fancy Suspenders packed in Christmas box.
Box of Ever Wear Half Hose (we have them in lisle and silk, 25c and 50c pr., packed in fancy boxes.)
Neckties (we have a beautiful new assortment for the Holiday trade, at 25c, 35c, 50c, 75c and \$1.00 each.)
A Good Book (a large stock from which to select the one you want.)
Box of Handkerchiefs—many styles and grades from which to select.
A Good Umbrella—we have good umbrellas for men at from \$1.00 to \$5.00
A Solid Leather Suitcase or Traveling Bag, Military Sets, etc.
For the more practical giver, we suggest, nice Dress Shirts, Hat or Overcoat. We have many others just as suitable as above. Why not Pajamas, Trousers, or a Pair of Selz Royal Blue Shoes?

GIFTS FOR THE LADIES



Handkerchiefs
Fancy Slippers \$1.00 to 1.50.
Silk Scarfs, at 50c to \$1.25.
Sport Sets, Knitted Scarf and Cap to match, \$1.00 to 1.50 set.
Fancy Silk Sweater coats, at \$3.75 to 5.50 ea.
Woolen Sweaters, at \$1.00 to 3.00 ea.
Silk Hose at 50c and \$1.00 pr.
Lisle Hose at 25c, 35c, 50c pr.
Linen Collars.
Collar and Cuff Sets.
Kid Gloves, Dressed Kid, Mocha and Silk Lined Kid, at \$1.00, 1.15, 1.25 and 1.50.
Ladies' Driving Gauntlets, at \$1.25 pr.
Box of dainty Handkerchiefs, at 25c, 50c, or \$1.00.
French Ivory Manicure Sets.
French Ivory Toilet Sets.
French Ivory Hand Mirrors at 50c to \$1.50 ea.
Fine Box Stationery.

Ladies Fleece Kimonos at 50c and \$1.00 each are practical Gifts.
House Dresses, Suits, Cloaks and Skirts also.

Shirtwaists.

We are showing some very pretty numbers in Silk Shirtwaists at \$2.50 and 3.50, and Crepe de Chine waists at \$2.50 and 3.00.
Ladies' Flannellette Gowns at 50c and \$1.00.
Ladies' Knitted Skirts, at 50c and 75c.
Special reduction on Ladies', and Children's Cloaks for the Holiday Season.
We have decided to give 20 per cent discount from regular prices on every Ladies', Misses' and Child's Coat in the store from now until Christmas. We have never offered these Reductions before until after the Holidays—remember this means you can buy any Cloak in our store just ne fifth less than it is really worth.



Furs

always make appreciated Gifts. We are showing a Nice Assortment from \$10.00 to 20.00 per set for Ladies'; \$1.50 to 3.50 for Children's.

FURS



To the Good Husband who desires to please his Wife and make the Home more attractive we suggest the following: A Handsome Dinner Set, like cut, guaranteed to not craze or yellow; 56 piece set \$4.50; 100 piece set \$10.00.

Fine China Cups and Saucers \$1.00 and 1.25 per set; White Semi Porcelain Cups and Saucers at 60 and 75c set; Gold Rimmed Dinner Plates and Cups and Saucers to match. Beautiful New Assortment of Cut Glass: Salt and Pepper Shakers, Bowls, Nappies, Comparts, Sugar and Creamers, Spoon and Celery Trays, most modest in price. To the Husband who values his Wife's health and really wants to lighten her household burdens, we suggest the following practical and useful Gifts: Vacuum Sweeper, Carpet Sweeper, Sanitary Nickeled top Kitchen Cabinet, Easy Running Washing Machine, a Guaranteed (Eldredge) Sewing Machine, a New Range. That some Husband will make his home more attractive and his Wife happy by selecting one of our beautiful Axminster Room Rugs, Quarter-Sawn or Fumed Oak Library or Dining Table, Leather Upholstered Rockers, one of new Duofold Fumed Oak Davenport, Birdseye Maple Writing Desk, Combination Book Case and Writing Desk, Princess Dresser or handsome Iron Bed, Side Board or Buffet. We have heard the Ladies express themselves and know what will please them. Table Linen, Napkins, Linen Towels and Woolen Blankets are gifts that are never "misfits." Our Stock will please you,

Christmas Candies, Nuts, Oranges and "Goodies" of All Kinds.

Our Stocks are the largest, our Goods are choice and fresh and prices are the lowest consistent with good quality; on that basis we solicit your patronage.

As in former years we offer especially low prices on Christmas Candies, Nuts and Oranges to Schools, Churches and Sunday Schools. Our Store will be open evenings until 8:45 during December. Your Christmas baking will be a better success if you use Red Top Flour—there is no other "just as good."

Ironton, Mo.

LOPEZ STORE CO.